

A Community College

Lessons in Student Management



EXPANDING OPTIONS FOR DISTANCE LEARNING

Retaining students is a continual challenge, particularly at community colleges that serve so many different types of learners—from young students to busy adults who struggle to balance the demands of jobs, families, and other priorities. These diverse learners want the flexibility to take individual classes, complete certificate programs, as well as to enroll in two-year degree tracks—both on campus and off. Unfortunately, small schools can't always afford the technology platforms that allow them to diversify their offerings and attract students with compelling digital experiences. In the Internet Age, these colleges compete not only with each other, but also with online institutions that offer virtual and distance-learning curricula. One small college in Ohio, which preferred to remain nameless due to an institutional policy, is working with Oracle to reverse this trend. This community college selected Oracle Student Cloud because it allows both residential and remote students to experience a caliber of support that is typically not available to small rural universities.

“Oracle Cloud technology will allow our students to pursue their educations wherever they are—to expand the boundaries of our university and meet the needs of nontraditional students,” explains the college president and CEO. “As a small institution, it's important that we provide high levels of efficiency not only for residential students, but also for commuter students, high school students, and even for junior high school students who wish to take college courses while they are still in middle school or high school. Technology plays an important role in allowing us to reach this broad audience, as well as to serve all types of students in the best possible way. Oracle does a multiplicity of things, not only in the educational realm, but also to make our business practices more efficient and effective.”

MEETING STUDENTS ONLINE

This small midwestern college enrolls about 2,000 students in four colleges: the College of Engineering, Science, Technology and Agriculture; the College of Education; the College of Humanities Arts and Social Sciences; and the College of Business. For the last five years, the institution has worked diligently to become more efficient as it transitions from manual to automated



“Small colleges must demonstrate that they are as efficient in their operations as major universities. Oracle allows us to streamline our student services, our business services, our alumni outreach, our development opportunities, and many other parts of the business.”
- **College President and CEO**

“Student Services has evolved over the years because students are now a virtual generation. We are going to the future to meet our students. We're excited about technology and the impact that technology is going to have on colleges and universities.”
- **College Vice President of Student Affairs and Enrollment**

“Oracle puts a high level of service within our reach. We're hoping to serve as a model to our peer institutions—to show how technology is the great equalizer.”
- **College CIO**

business processes. Having grown up as a traditional residential university, the IT team had to figure out how to expand their information systems to support new distance learning options.

“This school focuses on personalized learning with small classes, and we want to use technology to deliver this experience virtually, such as to learners who may be at home or abroad,” says the college’s vice president of technology and CIO. “We were looking for a technology partner that could make us more efficient—not just in our student services, but also in our operational processes.”

As this senior administrator knows, today’s students are looking for diverse ways to educate themselves, and technology plays a critical role in helping them shape their futures. For example, when it comes to enrollment and scheduling, students are attached to their tablets and cell phones. That means in order to influence student outcomes, colleges and universities need to meet students virtually. To fulfill this important goal, this college is using Oracle Student Cloud to support distance learning and virtual learning opportunities, not only for existing residential students, but also to attract students who are unable to reside on campus. The faculty and staff are doing everything they can to provide the support these students need—including services that they may not have experienced within their high schools and home communities.

“Right now, our ERP system does not allow us to enroll students who might just want to take one or two classes for a certificate program,” the CIO continues. “We selected Oracle Student Cloud because it allows us to cater students who are not able to join us full-time. This application suite will help the college attract a new population of students who are unable to take classes on campus.”

IMPROVING STUDENT RETENTION

The college president describes this college as “a small school with big ideas.” Retaining students is paramount, she points out, because retention leads to college completion. However, she believes that retention is a by-product of student success, and that students identify not only with books and classrooms and teachers, but also with ideas that change lives. “It’s important that students understand their civic responsibility to be social-change agents within their communities,” she explains. “That’s what college is all about: not just learning new ideas, but having a proving ground where you can test ideas that will transform the community and, ultimately, the world.”

Fulfilling this vision is much easier with a technology platform that matches the mindset of the younger generation. To that end, Oracle has taken its extensive expertise with customer experience (CX) technology and applied it to the student experience. Oracle Student applications are based on social and mobile technology that mirrors the consumer-friendly apps that students are accustomed to using in their personal lives. They can use their phones to select courses, monitor academic progress, pay their bills, and simplify many other essential activities—such as getting involved in campus clubs and activities that will broaden their horizons and give them a new outlook on life. Oracle has used responsive design techniques to ensure that Student Cloud applications are optimized to fit any device—including desktop computers, laptops, tablets, and phones. “We chose Oracle Student Cloud partly because of its ability to be accessed on the go,” the CIO says. “Also, it supports nontraditional students who may not have time to sit in front of a computer and access their records.”

COHESIVE STUDENT MANAGEMENT

Driven by the Oracle Student Management application, the college recently launched a program called *Classrooms Without Walls* that will make it easier to enroll two new types of students:

- Synchronous remote students, who can use Oracle telepresence technology to complete coursework using their mobile devices



“We were looking for a technology company that understands what is going on in higher ed—a company that does not look at technology as a quick fix, but wants to partner with us to advance the success and outcomes of our students. Oracle had the most experience, the greatest commitment, and the most efficient technology platform.”

– College President and CEO

Oracle Student Management

Built natively for the cloud to support the entire student lifecycle, Oracle Student Management frees institutions to deliver more innovative and effective programs.

- Support for both traditional and continuing education models
- Consumer-friendly portal for finding courses and discovering learning opportunities
- Social collaboration tools for investigating classes, programs, degrees, and certificates
- Online enrollment system with instant payment options
- Guided selection of courses and programs
- Easy creation and monitoring of student accounts
- Detailed reports and academic statistics
- 360-degree insight for student advisement

- Asynchronous remote students, who can download and stream classroom courses via an intuitive online learning system

“We are focused on personalized learning with small classes, and we are working toward using technology to package what we do here and deliver it virtually to learners at home or abroad,” the CIO says. “Previously, this type of growth would not have been possible without a large-scale technology implementation.”

INTEGRATED TECHNOLOGY AND APPLICATIONS

One of the major challenges facing any college institution is enforcing data consistency within the applications and business processes used by faculty and staff. Because Oracle Student Cloud leverages a unified repository, authorized users see the same data points, which gives them a consistent view of each student’s progress. In addition, Oracle Student Management shares data with other applications in the Student Cloud suite, such as Vocado Student Financial Planning and Oracle Customer Experience (CX) for Higher Education Cloud.

On a larger scale, Oracle Student Cloud can be integrated with other cloud applications, including Oracle HCM Cloud and Oracle Cloud Financials. The inherent synergy in these cloud applications could ultimately allow the college to automate many other parts of the operation, from hiring employees to assigning instructors to managing campus facilities.

“Oracle offers a wide array of products based on an integrated platform that guides us from point to point, especially in terms of student services and student success,” the CIO concludes. “This unified platform allows us to work together as a team. We began with the Oracle Student Management module. Oracle Student Cloud can also help us with recruiting, onboarding, and other functions.”

HIGHER EDUCATION SOLUTIONS FROM ORACLE

Oracle Student Cloud offers a comprehensive approach to managing the student lifecycle, communications, and relationships—from recruiting through alumni and donor management. By more effectively engaging students, Oracle Student Cloud helps colleges and universities improve student outcomes, raise institutional standing, and increase operational efficiency with intelligent automation.

Oracle’s next-generation Student Cloud suite includes six interconnected modules:

- Student Financial Planning
- Student Management
- Student Recruiting
- Student Engagement
- Student Support
- Advancement

Each module works with the others and shares pertinent data to streamline essential activities. From attracting students and assigning courses to managing student accounts and providing easy payment processing during the enrollment process, these applications provide all the tools colleges need to run efficient operations geared for student success.

Oracle offers a practical path to the cloud, with a range of choices to help you get started right away. You can deploy cloud services incrementally on Oracle’s robust public cloud and gradually build a unified higher education platform that encompasses all these functions.

To learn how you can launch your own cloud initiative, visit oracle.com/industries/higher-education/student-cloud.html.

“Oracle puts a high level of service within our reach. We’re hoping to serve as a model to our peer institutions—to show how technology is the great equalizer.”
– **College CIO**

“I’m impressed with Oracle’s commitment—not only to their technology, but also to the success of their customers. They take the time to understand our vision and they point us to specific technologies that will help us achieve that vision. Their solutions help us solve real challenges in financial aid, recruiting, retention, and social media engagement.”
– **College CIO**

“Oracle Student Cloud will help us support and retain students by providing them with services on the go. A great student experience is the hallmark of retention. That requires not only an exceptional academic experience, but also an exceptional service experience.”
– **College CIO**

“Oracle provides technology that supports our retention efforts. After evaluating offerings from several competing companies, Oracle came in on top.”
– **College President and CEO**

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